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RURAL RECREATION CASH: HOW MUCH?

Nostalgia for the rural life is strong among city folks. And, judging by the increasing numbers of people taking vacations on or near farms, the nostalgia can be turned into profits for farmers.

A recreation sideline might fit into your operation, or it might not. There are possibilities and pitfalls.

There have been success stories in attaining supplemental income from such recreational ventures. But on the negative side, some have had disappointing financial returns or losses.

For example, a survey of 89 pay-to-fish enterprises in Pennsylvania showed net losses of anywhere from a few hundred dollars to \$9,000. Only 13 firms had gross returns of \$1,000 to \$17,000.

The key to financial success or failure in farmers' recreation enterprises seems to lie in two places: The motivation of the operator and the recreation facility itself.

Some operators treat the enterprise as a hobby. Others treat it as a minor sideline, and aren't much concerned about profit. The results are generally little or no profit.

The recreation facility itself must appeal to prospective paying guests. A wide appeal would include some of the following features:

—An attractive rural setting such as a hiking path, an attractive road for a drive, a place to swim, a shady hillside for a picnic.

As Cash Crop The Paying Guest May Yield Profits Ranging From Dismal to Dandy





—Convenience to towns and cities. Farms closest to population centers show the highest average receipts from recreation.

—Refreshment stands. They tend to lure customers.

—But not too commercial looking. For example, pay-to-fish lakes that seemed artificial did not get much business.

Also, studies have shown that competition from neighbors is not necessarily harmful. If a facility is part of a cluster of similar enterprises with good reputations, it may be an advantage.

A good reputation is a definite plus. Note the order of information sources for campsites listed by campers in response to a recent survey: Recommendations of friends who camped, State government booklets, and road maps supplied by oil companies.

Beauty pays, in business as in art. But what's pretty? Maybe you don't consider that cornfield in the same way city people might. So think of them and their desires. Often as not, a nice view of the cornfield from the camping ground will make for satisfied customers; they really feel they are in the country. You have given them an aesthetically satisfying rural environment.

Just earnestly running an enterprise that has appeal won't guarantee success, though. Efficient management also enters in.

Efficient management also involves the knowledge of financial risks, and insuring against lawsuits.

Know where you stand legally on all

matters affecting your property. There are few businesses that operate without insurance of some kind. And the possibility of a lawsuit for injury occurring on vacation land must always be considered.

Here are some ways to limit or transfer risks arising out of the rural recreation business:

—Warnings of dangerous conditions will many times relieve the farmer of responsibility. However, signs and oral warnings may not reduce liability when young children are injured.

—To lessen liability to children, (1) post signs saying that children should remain under the control of parents, (2) post rules to inform guests about permissible conduct, and (3) post speed limits and signs to warn motorists of children in the area.

—Evict or exclude unruly guests. If the owner takes in a guest that he knows is unruly, he may be responsible for the rowdy's injuries to others.

—Incorporate. This can be expensive in some States. However, a claim can then be made only against the assets of the recreational facility and its income. The farmer can protect his farming income as well as his life savings. Obviously, a lawyer's help is needed if you are thinking of incorporating part of your farm.

—Get liability insurance. This is the best form of protection. It doesn't eliminate risk, but it does shift the risk to someone else.

Does a campsite operation appeal to you? Here are a couple of facts about campers:

—Many like State parks or forests close by. But they also want to be near service facilities like grocery stores and gas stations.

—Economy is a factor. Nobody wants to pay motel prices to camp. One study revealed that campers thought the average price for a campsite was \$1.40 a night. For a well-developed campsite, 95 percent were willing to pay \$2 a night, but none was willing to pay \$4 a night.

The idea of rural recreation for profit is spreading, but it's not new. The large Ozark recreation area got its start in the early 1930's.

Ozark success was not overnight. But through good management and foresight, local residents have built a multi-million dollar business.

Pigs or People

How do returns from recreation stack up against those from regular farm products?

While there's obviously no set formula for making a definite judgment, a recent study of some Piedmont farms in North Carolina may be indicative.

Linear programing was used to weigh the economic potential of four types of recreational facilities against feeder pig production and other conventional farm enterprises. Production of feeder pigs is especially profitable on Piedmont farms of North Carolina. Annual net returns from 24 sows were figured to total about \$1,600.

Here are some results:

Private campgrounds with facilities for 30 improved tent sites generally required 10 acres of land and about 1,000 hours of labor from March to October. Annual net returns ranged from \$1,167 to \$2,189.

Diverting labor from the pigs to the campground generally reduced farm income. This was because net labor returns from March through October were almost twice as high for the pigs as for the campground.

However, with no pigs, the campground was usually profitable. The largest increase in net farm income from adding a campground was \$1,570. Most successful were small farms with only about 19 acres of cropland.

Golf course. A nine-hole course required from 50 to 80 acres. It required several full-time employees. Annual net returns ranged from \$7,163 to \$11,776.

Annual net income dropped on pig-producing farms by as much as \$8,770. On farms without the pigs, it rose by as much as \$7,460.

Fee-fishing lake. A 3-acre lake required about 6 acres of land and 224 hours of labor from March through October. Annual net returns ranged from \$204 to \$564. Although profits were small, net income rose on farms with or without pigs.

Ten-horse riding stable. Land requirement, about 100 acres; labor, about 3,270 hours a year; net returns, from \$469 to \$1,931 annually. On farms with pigs, adding the stable at the expense of the pigs lowered farm income by as much as \$13,190. On farms without pigs, income was lowered anywhere from \$1,690 to \$3,695.



Recreation Returns

A Vacation Farm: A farm-reared man retired to a small farm in the Northeast. Shortly thereafter he and his wife began accepting summer guests to supplement their income. The main farmhouse and two housekeeping cottages can lodge about 15 persons. Most guests come between May and September.

Weekly rates for the cottages, without meals or linens, start at \$65 for two persons. Rates per person in the home, including meals, are \$9 daily for a single room.

Fishing Waters: A farmer in a north-central State stocked a pond on his 85-acre farm with bass and other warm-water species. The fee for good fishing in it is \$1 a day per pole. The farmer later developed a trout-fishing facility. He now has all the customers he can handle most of the season at the rate of \$3 a day with a limit of five trout.

A Campground: A beef and general-crop farmer in the Northeast also worked in town because his farm operation was not large enough to return an adequate income for his family. The farm was in a scenic area, so he set out to develop a campsite. Ten sites were established the first year. The second year he added 20 more.

His facilities include a camp pantry, campfire area, a pond, and fields for playgrounds. Camper fees are \$1.50 a night. Camp use averages 80 percent of capacity for the season.

Shooting Preserves: A livestock and crop farmer in the South converted his 640-acre farm largely to a high-quality shooting preserve.

The farmer charges \$20 per person per day, for which he guarantees three pheasants, five quail, or four chukars.

From Consumers All, the 1965 Yearbook of Agriculture

CHECK THESE USDA AGENCIES FOR AID IN STARTING A RURAL RECREATION BUSINESS

Technical and financial assistance are available from USDA agencies to aid in establishing income-producing outdoor recreation enterprises in rural areas.

Farmer Cooperative Service provides research, advisory service, and educational assistance in publications to help form and operate agriculture-related cooperatives, including rural recreation cooperatives. Also, it can provide technical studies and assistance in determining their feasibility.

The Rural Electrification Administration provides technical and credit finding assistance to its borrowers and their consumers and others interested in starting or expanding a rural recreation enterprise. If members of electric cooperatives are unable to obtain reasonable financing from other sources, both public and private, the cooperative may apply to REA for a loan to finance the member's purchase and installation of wiring, plumbing, and electrical equipment, including machinery.

Soil Conservation Service provides technical and credit finding assistance in planning and maintaining farm conservation systems. SCS can also finance technical assistance to owners and operators of private land interested in establishing income-producing outdoor recreation enterprises.

The Forest Service, in its capacity as manager of the Nation's 186 million acres in 155 National Forests, has acquired outdoor recreation knowledge and experience. In addition to providing technical assistance and advice, Forest Service has a number of informative and useful publications on recreation available from any of its 10 regional offices.

The Forest Service also cooperates with State Foresters through the Cooperative Forest Management Program to provide a wide range of technical assistance to private landowners in multiple use planning and management of their forest resources.

The Economic Research Service performs research to identify rural recreation problems and solutions. It has issued several reports on various aspects of outdoor recreation.

Federal Extension Service can provide a proposed recreation cooperative with assistance in its organizational phase. In addition, FES, working mainly through the State extension services, provides a variety of educational services to cooperatives.

Farmers Home Administration may make loans for developing recreational complexes. Applications for loans for this purpose are made at the local county office of the Farmers Home Administration. The total indebtedness for any one community association borrower may not exceed \$4 million. The average loan is around \$100,000. The maximum term is 40 years. Interest rate may not exceed 5 percent.

The Department of Agriculture, through the Agricultural Stabilization and Conservation Service, may enter into agreements with farmers and ranchers to carry out long-range land use adjustments. These agreements provide for conservation cost-sharing and other assistance for changes in cropping systems and land use and development of soil, forest, wildlife, and recreation resources.

The banks and associations of the cooperative Farm Credit System, supervised by the Farm Credit Administration, provide long-, intermediate- and short-term farm credit to farmers and their marketing, purchasing, and service cooperatives. Organized cooperatively, the System provides credit sources adapted specifically to the needs of farmers and their cooperatives.

Federal land banks and production credit associations may make loans to farmers to finance recreational facilities on their farms provided such facilities do not supplant the basic farming or livestock operation.

The Rural Community Development Service is responsible for expediting the application of resources of the Department in assisting State, local, private, community, and farm organizations and individuals working for the improvement of rural areas.

Farmer Cooperative Service

Tools of the Trade: More and Bigger

Modern methods and implements have greatly increased farm productivity, but they often require a large outlay of money. Take farm machinery and equipment: domestic shipments are valued at around \$2 billion annually.

Thus, the farmer often spends the better part of his budget on the machines that help to plant, work, and harvest his crops.

Better technology, larger sized farms, and uptrending gross farm income contribute to the increasing use of farm machinery.

One indicator is farmer expenditures for gasoline and other petroleum fuel and oil, which go largely for field work. Between 1959 and 1964, farm fuel expenditures jumped by 15 percent, to nearly \$1.8 billion. A greater number of tractors and trucks, and expansion in such activities as crop drying, irrigation, and pest control, helped to account for the increase.

Another gage of the growing use of farm machinery is the money farmers spend to hire machines and crews. To illustrate, the 1964 Census of Agriculture showed 17 percent fewer farms reporting 8 percent more money spent on machine hire, custom, and contract work than in the Census 5 years earlier.

Despite the 15-percent decrease in U.S. farm numbers between 1959 and 1964, growth was reported for many types of farm machinery. Comparisons show that:

—Reported truck numbers increased by 7 percent, to over 3 million.

—Wheel and crawler tractors rose to a total of nearly 5 million, including a gain of 2.5 percent for wheel types. Used tractor purchases apparently increased substantially, while technological improvements such as high flotation tires, dual tires, 4-wheel drive, and tandem hitching made wheel tractors more competitive with the crawler type.

—An increase of almost a quarter-million units, due partly to the inclusion of motortillers, brought the combined number of garden tractors and motortillers on farms to about 700,000.

—Pickup balers increased by 71 thousand during the period.

—Reported for the first time in 1964, hay conditioners numbered almost 200,000, while farms reporting crop driers rose by 50 percent during the period to 76,000.

—Bulk milk tanks on farms increased from an estimated 140,000 in 1959 to the 200,000 level in 1964.

Replacement of worn and obsolete equipment is a big source of machinery purchases, and provides a chance for many farmers to move up to bigger machines. Corn harvester purchases offer a good example. A big surge in field shelling of corn has stepped up the retirement rate for cornpickers, and has boosted the number of picker-shellers that farmers buy.

Pull-type grain or bean combines are frequently being replaced with self-propelled units having a bigger harvest capacity. As a result, 80 percent of the combines shipped in recent years have been the self-propelled type. Some farmers have even found that—though they own pull-type models—it pays to hire custom-operated combines.

Partly as a result of replacement by newer models, there are more machines on farms than are usable or in use. This fact was highlighted in 1964, when

More Power

Farmers' purchases of tractor power by 1970 will likely rise to 8 million horsepower (maximum belt) from about 7½ million as recently as 1962, according to a recent study by the Economic Research Service.

A gain in horsepower per unit purchased will more than offset a likely decline in numbers of purchases.

Tractor power has accounted for about 40 percent of the total power requirements on farms in recent years, up from one-eighth in the 1920's.

The future need for tractor power is likely to grow more slowly than in the recent past, however, so its share of farms' increasing total power needs may decline.

instead of asking farmers to report all equipment owned, census-takers asked them to report only what had been used in the previous 2 years. The decline in the reported number of grain and bean combines, from 1.04 million in 1959 to 0.91 million in 1964, is attributed partly to their more realistic method of reporting.

Paul E. Strickler
Economic Research Service

Gains in Use of Fertilizer Not Limited to Farms

The market for fertilizers in the U.S. has continued to expand virtually everywhere.

Take Washington, D.C., for example. According to the Crop Reporting Board, consumption of commercial fertilizer in the Nation's Capital rose by over 6 percent in the past year to about 4,800 tons. It's hard to tell just how this affected crop or flower yields in Washington, but this gain in fertilizer use is fairly typical of the Nation.

Seen another way, the District of Columbia's amount represented only a tiny fraction of the 34.5 million tons of commercial fertilizer used on and off of U.S. farms for the year ended June 30, 1966.

STEADY GAINS

Along with Washington, D.C., 38 States reported increased usage over the previous year, contributing to a national growth of 8 percent. This represents consistent gains in consumption for the past 6 years.

THE LEADERS

Last year, Illinois and California were the leading consumers, each using over 3 million tons of fertilizer. By region, use was heaviest in the East North Central States around the Great Lakes. This area and the South Atlantic region (from Virginia to Florida) each employed about 7 million tons in the year ended in June 1966. Third heaviest usage was in the West North Central States.

Thirteen percent more primary plant nutrients were used than in the previous year: 12.4 million tons of nitrogen, phosphorus, and potassium were supplied in fertilizer mixtures and directly applied materials.

The average analysis of all primary nutrient fertilizer, which has been increasing steadily in recent years, was 16.11 percent nitrogen, 11.78 percent phosphorus, and 9.74 percent potassium. Secondary and micronutrient materials applied directly to the soil weighed 1.5 million tons, while quantities present in mixed fertilizers were unknown.

The increased consumption of commercial fertilizer in 1966 reflected both a 6-percent gain in fertilizer mixtures (57 percent of all fertilizer), and a 12-percent rise in materials for direct application to the soil (43 percent of the total).

MANY MIXTURES

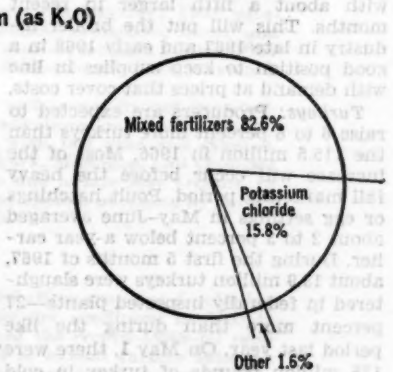
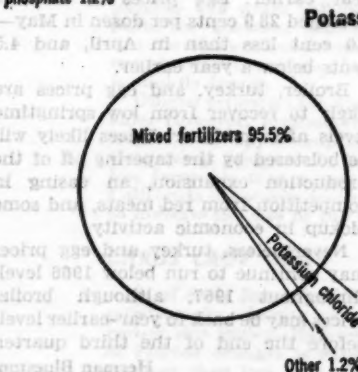
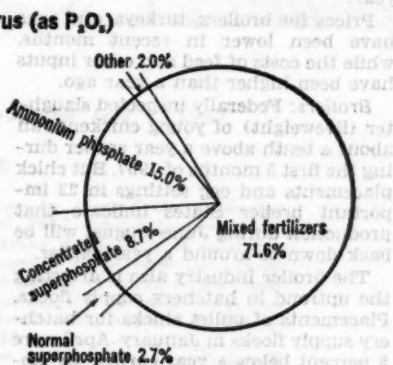
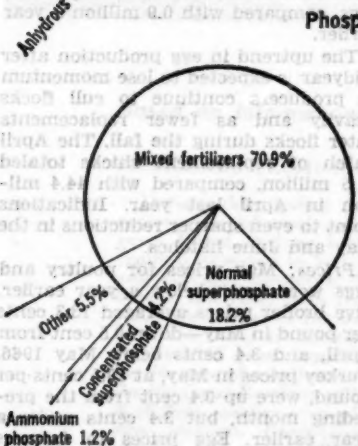
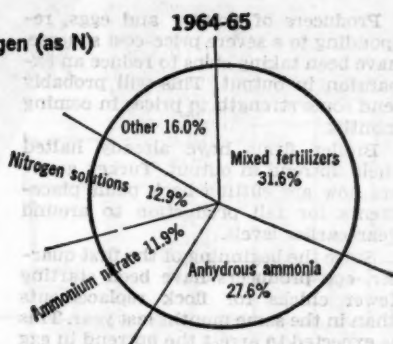
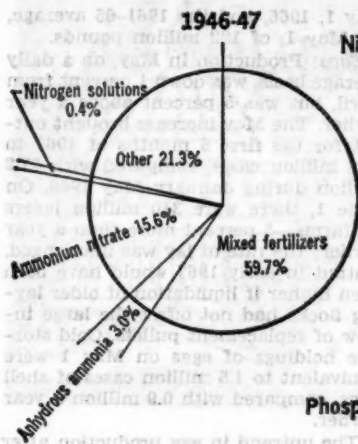
Mixed fertilizers were produced in over 3,000 grades. The most popular grade was 5-10-10, with 1.2 million tons used. The second most popular grade was 6-24-24. In seventh place the year before, this blend accounted for 1.1 million tons, while third ranked 5-20-20 accounted for 0.9 million tons.

Fertilizer materials used for direct application to the soil amounted to 14.9 million tons last year. Some of the leading products used were anhydrous ammonia, ammonium nitrate, nitrogen solutions, potassium chloride, and superphosphates. Consumption of materials containing the primary nutrients increased by 14 percent to 13.4 million tons, while use of secondary and micronutrient materials declined by 4 percent.

Of the primary nutrient materials for direct application, those containing nitrogen were up 14 percent to 8.8 million tons, phosphorus up 10 percent (2.8 million tons), and potassium up 38 percent (1.3 million tons), while organic materials declined in use by 5 percent.

Carrol D. Spencer
Helen P. Toland
Statistical Reporting Service

Big Changes in Fertilizer: Where the Ingredients Go



Poultry Price Recovery In Sight

Producers of poultry and eggs, responding to a severe price-cost squeeze, have been taking steps to reduce an expansion in output. This will probably lend some strength to prices in coming months.

Broiler firms have already halted their uptrend in output. Turkey growers now are cutting back poult placements for fall production to around year-earlier levels.

Since the beginning of the first quarter, egg producers have been starting fewer chicks for flock replacements than in the same months last year. This is expected to arrest the uptrend in egg production late this year or early next year.

Prices for broilers, turkeys, and eggs have been lower in recent months, while the costs of feed and other inputs have been higher than a year ago.

Broilers: Federally inspected slaughter (liveweight) of young chickens ran about a tenth above a year earlier during the first 5 months of 1967. But chick placements and egg settings in 22 important broiler States indicate that production during June-August will be back down to around a year earlier.

The broiler industry also is arresting the uptrend in hatchery supply flocks. Placements of pullet chicks for hatchery supply flocks in January-April were 5 percent below a year earlier. By November, the potential number of broiler breeders will be only about 5 percent larger than a year earlier, compared with about a fifth larger in recent months. This will put the broiler industry in late 1967 and early 1968 in a good position to keep supplies in line with demand at prices that cover costs.

Turkeys: Producers are expected to raise 6 to 8 percent more turkeys than the 115.5 million in 1966. Most of the increase will occur before the heavy fall marketing period. Poult hatchings or egg settings in May-June averaged about 2 to 3 percent below a year earlier. During the first 5 months of 1967, about 13.9 million turkeys were slaughtered in federally inspected plants—27 percent more than during the like period last year. On May 1, there were 175 million pounds of turkey in cold storage, compared with 92 million on

May 1, 1966, and the 1961-65 average, for May 1, of 122 million pounds.

Eggs: Production in May, on a daily average basis, was down 1 percent from April, but was 5 percent above a year earlier. The May increase brought output for the first 5 months of 1967 to 82.2 million cases, compared with 77.2 million during January-May 1966. On June 1, there were 310 million layers on farms—5 percent more than a year earlier; the rate of lay was unchanged. Output in early 1967 would have been even higher if liquidation of older laying flocks had not offset the large inflow of replacement pullets. Cold storage holdings of eggs on May 1 were equivalent to 1.5 million cases of shell eggs, compared with 0.9 million a year earlier.

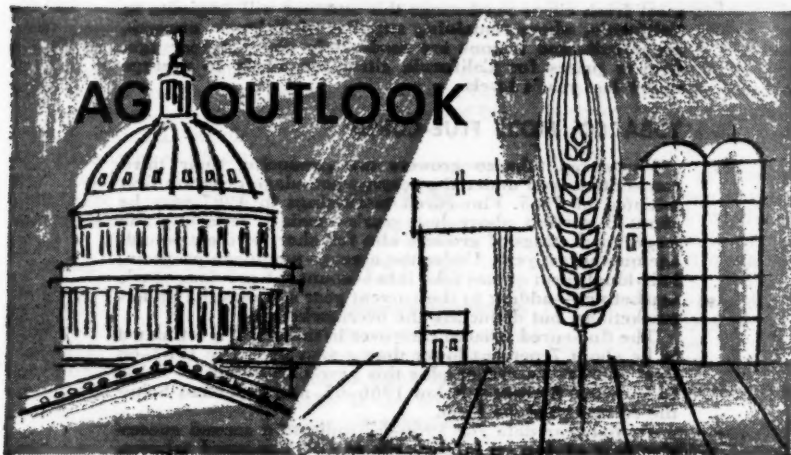
The uptrend in egg production after midyear is expected to lose momentum as producers continue to cull flocks heavily and as fewer replacements enter flocks during the fall. The April hatch of replacement chicks totaled 41.5 million, compared with 44.4 million in April last year. Indications point to even sharper reductions in the May and June hatches.

Prices: May prices for poultry and eggs were much below a year earlier. Live broiler prices averaged 13.3 cents per pound in May—down 0.5 cent from April, and 3.4 cents below May 1966. Turkey prices in May, at 19.5 cents per pound, were up 0.4 cent from the preceding month, but 3.4 cents under a year earlier. Egg prices to farmers averaged 28.9 cents per dozen in May—1.0 cent less than in April, and 4.5 cents below a year earlier.

Broiler, turkey, and egg prices are likely to recover from low springtime levels after midyear. Prices likely will be bolstered by the tapering off of the production expansion, an easing in competition from red meats, and some pickup in economic activity.

Nevertheless, turkey and egg prices may continue to run below 1966 levels throughout 1967, although broiler prices may be back to year-earlier levels before the end of the third quarter.

Herman Bluestone
Economic Research Service



Based on Information Available July 1, 1967

NONCITRUS FRUIT: MIXED

Unfavorable spring weather in most fruit producing regions has adversely affected 1967 deciduous fruit prospects. Based on June 1 conditions, production of most tree fruits is expected to be substantially below both last season and average. Moreover, development of fruit is generally behind last year. With reduced supplies of most fruits this year, grower prices for both fresh and processed deciduous fruit are likely to exceed 1966 levels.

The 1967 pear crop, if June 1 prospects materialize, will be the second smallest in the last 40 years. Production of Pacific Coast Bartletts will be down sharply from a year ago. A slightly smaller crop of California Clingstone peaches is also forecast. Production of fresh-market varieties of peaches and pears will be down considerably; 1967 prospects for apricots, plums, prunes, nectarines, sweet and tart cherries are less favorable than a year ago; but the 1967 strawberry crop, much of which has already been harvested, is slightly larger.

Official estimates for apples and grapes are not yet available. However, preliminary indications point to a slightly larger 1967 apple crop than both last year and average. Grape crop prospects in New York, Michigan, and Ohio are less favorable than a year ago due to late May freezes. In California the season was not far enough advanced by June 1 to indicate the size of the crop.

CITRUS CROP OKAY

As of early June, the 1967-68 citrus crop was developing satisfactorily, despite extremely dry conditions in Florida earlier this spring. Harvesting of the record 1966-67 crop of Florida oranges is expected to extend further into the summer than last year. Shipment of fresh-market Florida grapefruit was largely completed by mid-June. As usual,

most fresh citrus marketings this summer will originate in California, where remaining supplies of Valencia oranges, grapefruit, and lemons are moderately above a year ago. Grower prices for California citrus are likely to average under last year's levels.

TOBACCO: MORE FLUE-CURED

Flue-cured tobacco growers are producing their third consecutive crop under the acreage-poundage program first initiated in 1965. Flue-cured marketings in 1967 may be about 8 percent above last year's—mainly reflecting the larger marketings of growers who fell short of their poundage quotas last year. Under the acreage-poundage program, individual farm quotas take into account the previous year's marketings—adding to the current year's quotas the undermarketings, but deducting the overmarketings.

The flue-cured tobacco carryover in mid-1967 is estimated to be about 7 percent lower than a year ago. The 1967-68 total supply—carryover plus this year's crop—seems likely to be about 2 percent below 1966-67, and 8 percent below the record 1964-65 level.

Partial-year data for 1966-67 indicate a second successive year of decline in domestic use of flue-cured tobacco. Increased use of reconstituted tobacco sheet and processed stems (midribs of leaves) in cigarette manufacture might account for most of the indicated reduction in the use of flue-cured. On the other hand, estimated 1966-67 exports of flue-cured tobacco (farm-sales weight basis) are the highest on record—about one-third above the 6-year low of 1965-66. Total disappearance for 1966-67—exports and domestic use combined—is estimated at 1,280 million pounds, close to the record high of 1955-56.

BURLEY DATA

This year's production of burley tobacco, which continues under the acreage allotment program, may be above 1966. Although allotments are the same as in 1966, yields per acre have trended strongly upward. Carryover of burley is expected to be down a little, and addition of this year's crop may result in a total supply for 1967-68 perhaps 1 percent lower than 1966-67.

Partial-year data indicate that domestic use of burley in the year ending September 30, 1967, may not turn out much different from a year earlier. Burley exports—about one-tenth of total disappearance—seem likely to reach a new high. Total disappearance for 1966-67 may approximate 614 million pounds, up slightly from 1965-66.

CIGARETTE OUTPUT UP

In the year ended June 30, 1967, U.S. cigarette output is estimated at a record 572 billion—1½ percent above 1965-66. U.S. smokers consumed an estimated 545 billion—more than in any previous year and about 9 billion more than in 1965-66. Commercial exports and shipments to U.S. possessions absorb about 5 percent of the U.S. output of cigarettes.

SWEET: Use of noncaloric sweeteners in soft drinks by 1970 is expected to be about double that of 1965, judging by the trend of recent years.

Along with U.S. population expansion of 26 percent between 1952 and 1965, there has apparently been no slackening of interest in girth control.

During this period, per capita consumption of non-caloric sweeteners, saccharin and cyclamate, rose 124 percent. Total consumption in 1965 was estimated at a volume equivalent in sugar sweet-ness to around 350,000 tons.

At the same time, use of sweeteners produced from corn rose 39 percent per person to a total usage of around 1.5 million tons, dry basis.

There was little change in per person use of refined sugar. Total consumption, at nearly 10 million tons, satisfied about 80 percent of the Nation's sweet tooth.

The uptrend in use of artificial sweeteners is expected to continue for some time. Most of the accelerated rate of use will probably be due to Americans' increasing thirst.

SHOPPING: Need some leotards or salicloth, socks or sheeting?

The most likely places to find them are the more than 150,000 department stores, clothing speciality and accessory shops and general merchandise stores. They all retail the products of over 35,000 U.S. textile and apparel factories.

Mail order houses are another big market outlet for apparel products. The general merchandise

stores also used to be big outlets. But in the past decade many of the small, independent general stores that stocked clothing have gone out of business.

FARM HOME NOTES

RICE IS NICE: At least the American consumer seems to think so.

Rice is the only cereal to have a substantial increase in per capita food use in the United States.

Per capita consumption of wheat and other grains has been on the decline. True, a few individual items such as macaroni, wheat breakfast cereals and some corn products have increased per capita use, but overall there has been a drop.

Use of rice in cereals was about 1.3 million hundredweight in the mid-1950's, about 2 million in the early 1960's.

FRUITS AND NUTS: The Golden State of California is always a good guess if you are asked which State leads in farm production of fruits and nuts.

California could claim title in 1965 to all the dates, figs, nectarines, olives, persimmons, pomegranates, and almonds sold off farms in the 48 States. It was also the top producer of apricots, avocados, grapes, lemons, peaches, pears, plums, prunes, sweet cherries, strawberries, and walnuts.

California's fruit and nut crops accounted for about 43 percent of total

U.S. output of 20.7 million tons in 1965. And California's growers claimed about 44 percent of the \$1.6 billion U.S. farmers received for the 1965 crop of all types of fruits and edible tree nuts.

Florida had 30 percent of total U.S. fruit and nut production and 20 percent of its value and ranked second to California in 1965. Florida's growers produced about 71 percent of the total citrus output and ranked first in production of oranges, tangerines, grapefruit, limes, and tangelos.

The Golden State and the Sunshine State together accounted for 73 percent of total fruit and nut output and 63 percent of its value in 1965. Tied for third place were Washington and New York, each with about 4 percent.

BOGUS BLOSSOMS: Take another look. That rare begonia on the florist's shelf may be a common species of polyethylene. Eight out of 10 U.S. florists sell artificial plants and flowers along with the fresh ones. They add up to 7 percent of sales for the shops handling them.

CORN OFF THE COB: We eat the grain equivalent of more than a pound of corn every week in corn products. It's the almost unnoticed corn in our diets—the corn sirup, starch, prepared cereals and all the other processed foods made from corn. We're now eating over 32 pounds of food products made from corn, equal to about 56 pounds of corn as grain. Increased use in recent years is largely the result of more corn sugar and sirup in our diets.

For Military Textile Use, Cotton Looms Large, as Wool And Synthetics Battle for Second Place

Along with op prints and mod stripes, U.S. textile mills have recently been turning out increasing amounts of olive drab, navy blue, and camouflage fabric.

Like the cut of G.I. clothes, this fabric is unique: woven to military specifications before it's tailored. After delivery to the quartermasters, it's re-issued to manufacturers who turn out everything needed by our forces, from fatigues to parachutes.

Since it takes up to a year to fill military orders, the current uptrend in deliveries began with orders placed as early as 1965. Cloth deliveries to U.S. military forces began in large volume in mid-1966, and have remained at a high level so far this year.

FIBER USE JUMPS

Of importance to farmers is the amount of raw fiber used in these fabrics. Last year, the average raw fiber content in monthly textile deliveries rose from 4.9 million pounds in the first 6 months to 18.9 million pounds in July-December.

Deliveries to the military forces in the first 4 months of this year had an average fiber weight of 20.2 million pounds per month. Deliveries may be somewhat lower in 1968, owing to accumulating inventories and a planned decrease in spending.

The Armed Forces use many fiber combinations, each suited to a specific need. But when you unravel the threads, you're left with the three basic types—cotton, wool, and manmade.

COTTON LEADS

Fabrics containing cotton form the bulk of the military orders. Cotton is used especially for sateen in lining and for shirts, poplin, sheeting, and duck (tents, tarps, and sandbags). Fabric delivered last year contained 109.6 million pounds of cotton fiber. This was double the amount of 1962, the last year complete data was available.

Most wool used by the Armed Forces is woven as blanketing, serge, gabardine, and melton cloth. Over 16 million pounds of wool fiber was contained in fabric delivered last year, a gain of 3 million pounds over the 1962 figure.

The weight of man-made fiber used in G.I. cloth last year was comparable to that of wool—over 16 million pounds. This represented, however, a dramatic increase of 14 million pounds over the 1962 amount, and a big change in the type of cloth produced.

In the earlier year, twill fabric made from rayon or acetate (cellulosic) fiber was the primary man-made delivery. Today, however, noncellulosic man-made fibers, used in netting and ballistic cloth, account for most of the yardage.

BIGGER MILL SHARE

The high level of military textile deliveries since last July accounts for an increased share of fiber consumption at the mills. Cotton fiber thus used amounted to 2.4 percent of U.S. mill consumption in 1966, which was at a record level. In contrast, cotton for military use accounted for only 1.2 percent of mill consumption in 1962.

Wool used in military textiles amounted to 6 percent of U.S. raw apparel wool consumption for the 1966-67 wool year. Output of wool-apparel fabric other than Government orders last year declined 5 percent, but combined with nonapparel wool fabrics, Government orders helped to offset this downturn.

Charles Wittmann
James R. Donald
Economic Research Service

Easing Recorded in Land Price Rise

Farm real estate prices increased 7 percent during the year ended March 1, 1967. The national index of value per acre reached 160 (1957-59=100).

Regional increases ranged from 1 percent in the Pacific States to 9 percent in the Lake States and Corn Belt regions. Increases of 12 percent were recorded for Iowa and Missouri.

Sharp reductions in the availability of credit and increases in interest rates

held the November-March increase to 2 percent nationally.

Among States, only Florida showed a decline in average value for the year. California values showed no change for the year, despite a decline of 3 percent for the November-March period. In Montana, Idaho, New Mexico, and Arizona, decreases of 1 percent were shown for the last 4 months of the year.

State	1966 Mar. 1	1966 Nov. 1	1967 Mar. 1	State	1966 Mar. 1	1966 Nov. 1	1967 Mar. 1
1957-59=100				1957-59=100			
Maine.....	132	140	141	South Carolina....	155	164	166
New Hampshire...	141	153	154	Georgia.....	185	193	207
Vermont.....	138	151	151	Florida.....	186	183	180
Massachusetts....	141	149	149	Alabama.....	170	187	189
Rhode Island.....	145	152	152	Southeast.....	177	185	187
Connecticut.....	143	153	157	Mississippi.....	170	181	182
New York.....	134	141	145	Arkansas.....	191	194	199
New Jersey.....	148	154	154	Louisiana.....	176	187	195
Pennsylvania.....	150	156	160	Delta States....	179	187	192
Delaware.....	168	180	182	Oklahoma.....	169	179	181
Maryland.....	172	185	187	Texas.....	165	168	172
Northeast.....	147	155	157	Southern Plains..	166	171	174
Michigan.....	135	142	147	Montana.....	154	162	161
Wisconsin.....	125	132	138	Idaho.....	132	141	140
Minnesota.....	128	136	137	Wyoming.....	148	156	156
Lake States.....	129	136	140	Colorado.....	146	149	152
Ohio.....	134	144	144	New Mexico.....	154	161	160
Indiana.....	144	146	156	Arizona.....	155	167	165
Illinois.....	139	143	149	Utah.....	135	136	139
Iowa.....	131	140	147	Nevada.....	141	144	146
Missouri.....	154	161	172	Mountain.....	146	153	153
Corn Belt.....	139	145	152	Washington.....	130	139	139
North Dakota.....	148	154	158	Oregon.....	131	134	136
South Dakota.....	147	151	157	California.....	171	176	171
Nebraska.....	145	151	157	Pacific.....	160	165	162
Kansas.....	141	149	151	48 States.....	150	157	160
Northern Plains..	144	151	155				
Virginia.....	148	154	159				
West Virginia.....	135	139	139				
North Carolina....	148	157	158				
Kentucky.....	153	160	165				
Tennessee.....	162	167	173				
Appalachian.....	152	159	162				

¹ Revised.

MEET THE STATE STATISTICIAN...



RAY CONVERSE

college poultry farm to finance his education. During his second 2 years he worked in the university's agricultural economics department. He taught agricultural marketing as an assistant instructor in his senior year.

During his senior year he was so impressed by a speech made by W. F. Callender, a speaker from the U.S. Department of Agriculture, that he decided to make agricultural statistics his career work.

His first job was with the Oklahoma statistical office. Then he subsequently served in Mississippi and Alabama. In 1946 he was promoted to assistant statistician in charge of the North Carolina office. He became Mississippi's chief agricultural statistician in 1955.

Ray is married to a former high school classmate, Melrose Wheeler. They have 3 boys and 2 girls.

Phillip graduated from law school in 1965. Kenneth completed work toward a degree in economics in January and is now spending 6 months on active duty for the Army Reserve. Joel, a high school senior, will enter college in September. Marianna is a sophomore in high school and Rebecca finished eighth grade in June.

In his nonathletic spare time, Ray enjoys fishing and hunting. Fly fishing for broom is his favorite.

Ray considers his assignment in Mississippi challenging and rewarding. The output of his office has increased threefold since 1955. Much of the credit goes to a very cooperative statistical program with the State Department of Agriculture.

Agricultural and business leaders and farmers have provided cooperation and encouragement, the kind of atmosphere that has made the Department's statistics program very effective.

Ray likes his work because of its challenges and because he realizes its value to the people who need agricultural information.

A farm boy who was a good football player grew up to be an agricultural statistician who is a good coach.

That is the story of Ray B. Converse, Mississippi's statistician in charge.

Ray was born in 1912 on a grain and livestock farm in Major County, Okla.

He moved to Oklahoma City when he was 9, but he continued to work on the farm during his summer vacations until he entered high school. He played fullback on his high school football team for 3 years.

In recent years, the statistician's three athletically inclined sons have kept him in shape. Also, he has spent 7 years managing Little League baseball teams. And since 1957 he has served as athletic director of St. Richard's elementary school in Jackson, where he is also president of the school board.

As a young man in 1932, Ray went into the produce business with his father after graduation from high school. They handled eggs, fresh fruit, and vegetables.

Ray entered Oklahoma State University in September 1935. He played on the freshman football team. During his first 2 years there he worked on the



SAM STAT SAYS

"Check My Data"

A brief roundup

■ Beef in cold storage on June 1 totaled 723 million pounds, 36 percent above a year earlier, and 46 percent above average. ■ In May, cold storage pork stocks decreased by 46 million pounds, compared with last May's reduction of 4 million pounds. On June 1, the supply was 340 million pounds, one-fourth above the year-earlier level. ■ Frozen vegetable holdings of 1.3 billion pounds were 200 million pounds higher than in the previous June. ■ Cold storage eggs reached the average-year level of a quarter-million cases, up from 76,000 cases in June 1966. ■ During January-May, hatcheries produced 1.2 billion broiler chicks and 300 million egg-type chicks. The broiler hatch was up 3 percent from last year, while the egg-types showed no change. ■ Whole milk cost consumers in 25 cities an average of 50.7 cents per half-gallon in early June, while 176 milk dealers paid producers an average of \$6.16 per hundred-weight.

They Like Our Dairy Cattle

Last year, a record 23,500 dairy breeder cattle joined the technical experts going abroad to upgrade foreign farming. Their mission was to inaugurate high-output herds, and to breed up the existing dairy strains.

Many foreign herds have been based on dairy strains developed in Europe. But European cattle often don't match the milk output of ours.

In a recent test, for example, registered German and Dutch Holsteins, put alongside American Holsteins and under the same conditions, fell short by as much as a third of the 15,000-pound level of output of our animals.

U.S. dairy cattle have proved adaptable, too. Although some are shipped to vacation areas like Bermuda, most go where livestock conditions are poor by modern standards. Even so, they are expected to thrive and to benefit native herds.

Based on a trade-esti-

mate price of \$500 per animal, the sale of dairy breeder cattle for export last year was valued at \$11.7 million, a record. Most animals were paid for by private stockbreeders, although foreign governments made some of the initial purchases.

Most of last year's exports went to other countries in North and South America. The largest number, 12,000, went to Mexico. Italy was second, taking 3,500 head.

Foreign Agricultural Service

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